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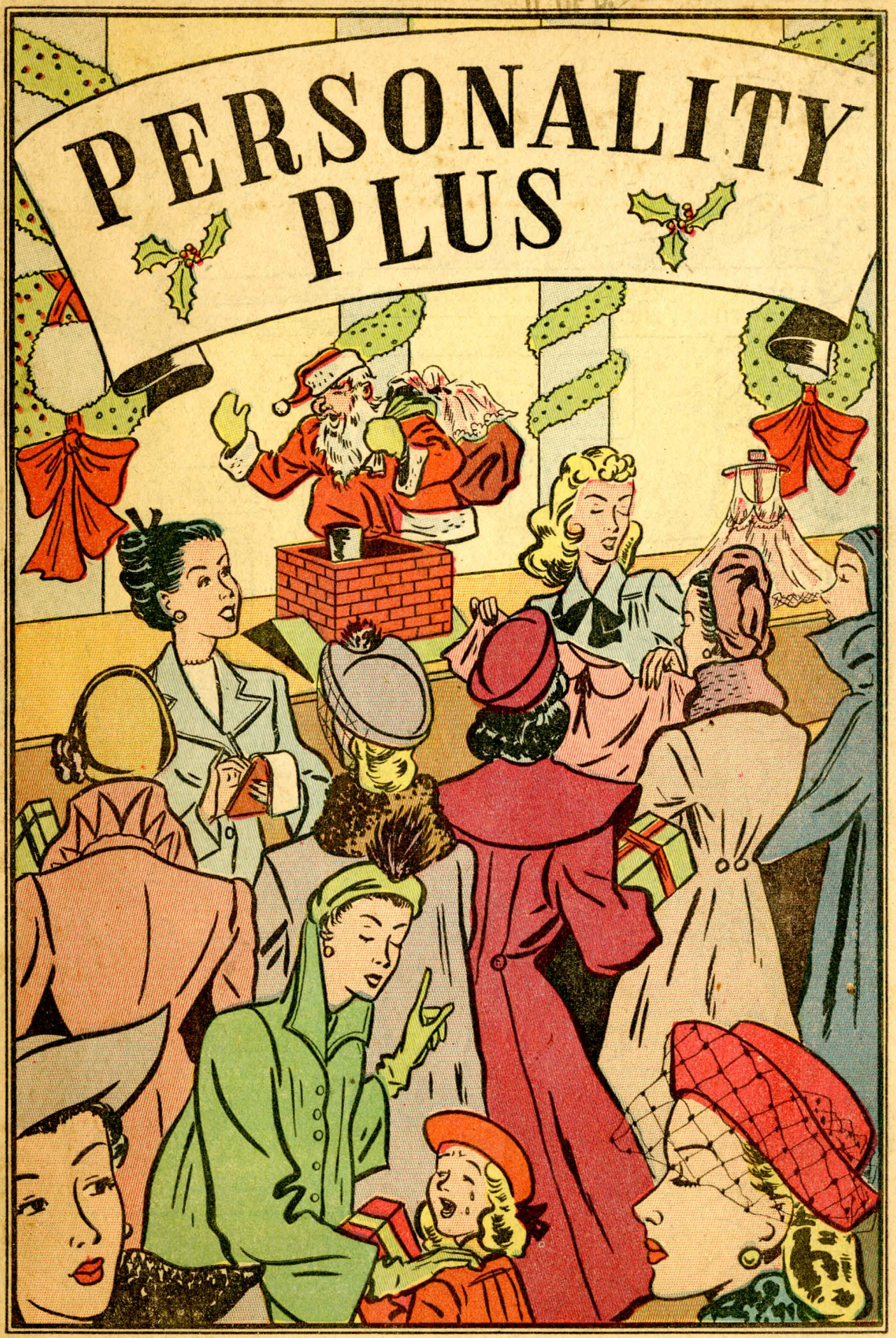
PERSONALITY PLUS



PREPARED BY RETAIL SELLING DIVISION, FAIRCHILD PUBLICATIONS.

AREN'T THE CHRISTMAS DECORATIONS BEAUTIFUL, FLO?
LOVELY, BETTY! AND WE'RE IN FOR A WHOPPING BIG HOLIDAY SELLING SEASON.
The store with Xmas Spi
Sellings

INTRODUCTION

This might be your store at the bustling, joyous Christmas season. Ordinary selling problems are intensified at this time . . . the many new sales-people that have not had time to be completely trained and the added pressure and tension make it more essential than ever that the sales-person show tact, courtesy and understanding.

Here is the salesperson's opportunity to endear herself to her customers, to create good will and exemplify for her store the true Christmas spirit!

Directed by
Virginia Fullinwider
Retail Selling Division

Written by
Lenora Ross Mandel

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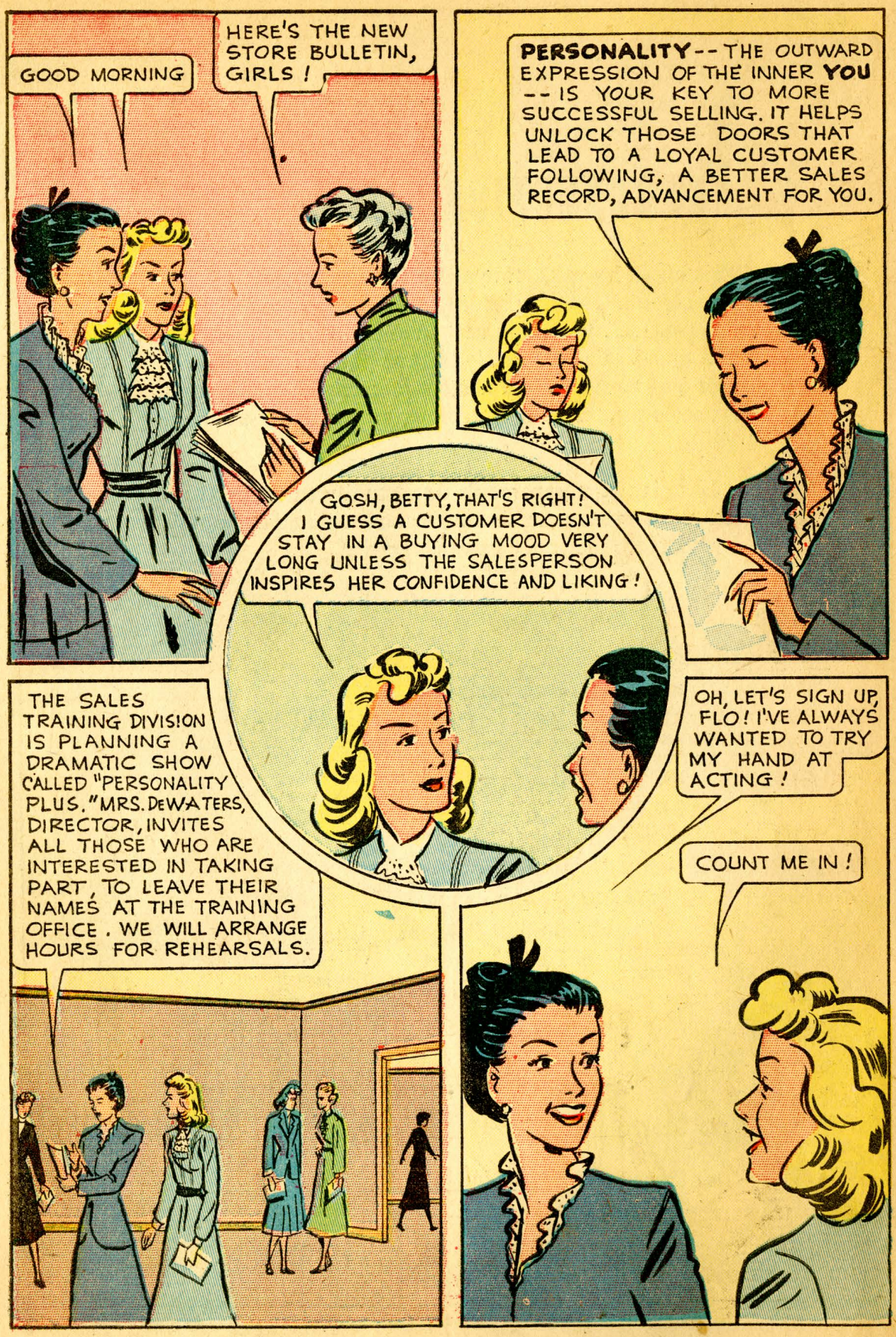
8 East 13 Street
New York 3, N. Y.

Your Name:_____

Your Store:_____

Your Department:_____


GOOD MORNING
HERE'S THE NEW STORE BULLETIN, GIRLS!
PERSONALITY -- THE OUTWARD EXPRESSION OF THE INNER YOU -- IS YOUR KEY TO MORE SUCCESSFUL SELLING. IT HELPS UNLOCK THOSE DOORS THAT LEAD TO A LOYAL CUSTOMER FOLLOWING, A BETTER SALES RECORD, ADVANCEMENT FOR YOU.
GOSH, BETTY, THAT'S RIGHT! I GUESS A CUSTOMER DOESN'T STAY IN A BUYING MOOD VERY LONG UNLESS THE SALESPERSON INSPIRES HER CONFIDENCE AND LIKING!
THE SALES TRAINING DIVISION IS PLANNING A DRAMATIC SHOW CALLED "PERSONALITY PLUS." MRS. DEWATERS, DIRECTOR, INVITES ALL THOSE WHO ARE INTERESTED IN TAKING PART, TO LEAVE THEIR NAMES AT THE TRAINING OFFICE. WE WILL ARRANGE HOURS FOR REHEARSALS.
OH, LET'S SIGN UP, FLO! I'VE ALWAYS WANTED TO TRY MY HAND AT ACTING!
COUNT ME IN!

LATER
LET'S INVITE THE TWO NEW GIRLS TO LUNCH WITH US.
GOOD IDEA!

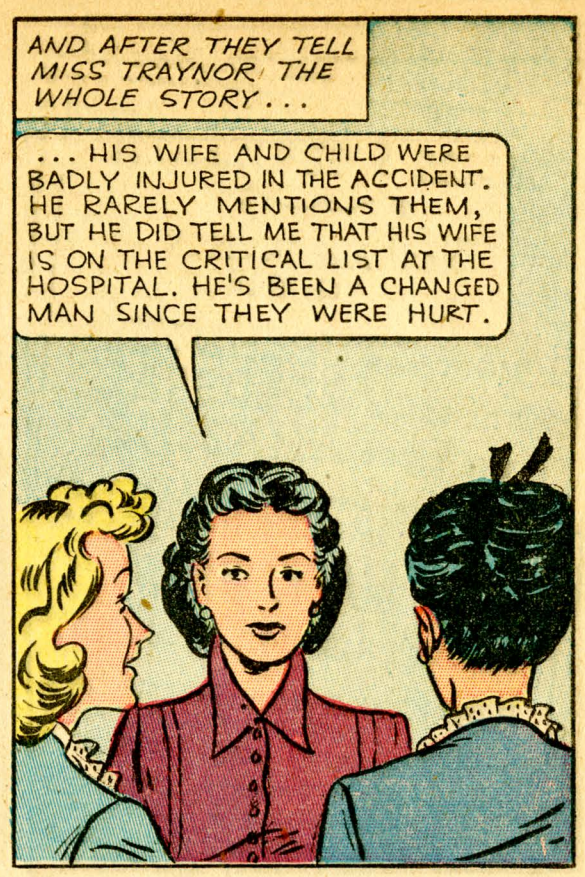
WELL, GIRLS, HOW DO YOU LIKE SELLING IN OUR DEPARTMENT? BUSY ENOUGH FOR YOU?
SURE IS! AND EVERYONE IN THE DEPARTMENT SEEMS WONDERFUL--THAT IS, ALL EXCEPT MR. ZILCH, THE SECTION MANAGER. I'M A LITTLE AFRAID OF HIM.

YES, I WAS TOO AT FIRST.
HIS BARK IS WORSE THAN HIS BITE. WONDER WHY? WE STILL HAVE SOME TIME LEFT ON OUR LUNCH HOUR--HOW ABOUT GOING UP TO SEE SANTA CLAUS ON THE TOY FLOOR!
OH, LET'S!

DO I HAVE TO WAIT TILL I GET HOME TO OPEN IT?
ELEVATOR
EMPLOYEES
XMAS

... AND A DOLL AND A CARRIAGE AND A BICYCLE AND A TEDDY BEAR AND A ...
I'LL MAKE A NOTE OF THAT. MERRY CHRISTMAS!
LOOK!
WHY, IT'S MR. ZILCH!
I'VE NEVER SEEN MR. ZILCH WITH SUCH A HAPPY EXPRESSION. I WONDER...
DO YOU SUPPOSE THAT LITTLE GIRL IS HIS DAUGHTER?

BACK AT LINGERIE DEPT...
WHAT ARE ALL OF YOU LOOKING SO THOUGHTFUL ABOUT ?


AND AFTER THEY TELL MISS TRAYNOR THE WHOLE STORY...
... HIS WIFE AND CHILD WERE BADLY INJURED IN THE ACCIDENT. HE RARELY MENTIONS THEM, BUT HE DID TELL ME THAT HIS WIFE IS ON THE CRITICAL LIST AT THE HOSPITAL. HE'S BEEN A CHANGED MAN SINCE THEY WERE HURT.

AND WE NEVER SUSPECTED!
SOMETIMES IT'S TOO EASY TO MISJUDGE A PERSON. TELL YOU WHAT! LET'S HELP HIM AND HIS FAMILY TO HAVE A REAL MERRY CHRISTMAS!

AFTER A FEW HOURS...
HMMM. WITH ALL THIS COOPERATION, WE'LL BE ABLE TO GIVE THE ZILCH FAMILY A HAPPY SURPRISE THAT WILL HELP THEM ALL BACK ON THEIR FEET !

BEFORE THE XMAS RUSH STARTS...

LADIES & GENTLEMEN

YOU ARE INVITED TO THE

MOST STUPENDOUS
THE MOST COLOSSAL
THE MOST AMAZING

COMBINATION DRAMATIC & MAGIC SHOW

SELLINGS HAS EVER PRODUCED!

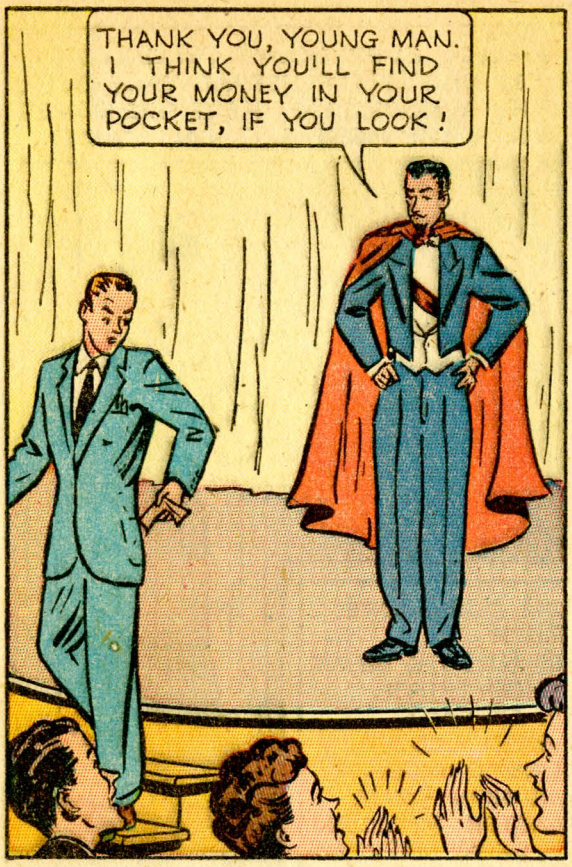
*SEE YOUR FELLOW SALESPEOPLE TAKE PART IN THE DRAMATIC MASTERPIECE, "PERSONALITY PLUS"

* SEE BREATHTAKING ILLUSIONS BY THAT MASTER MAGICIAN, THE GREAT MARVELLO!

HAVE THE TIME OF YOUR LIFE AT Sellings' PERSONALITY PLUS PARTY!!

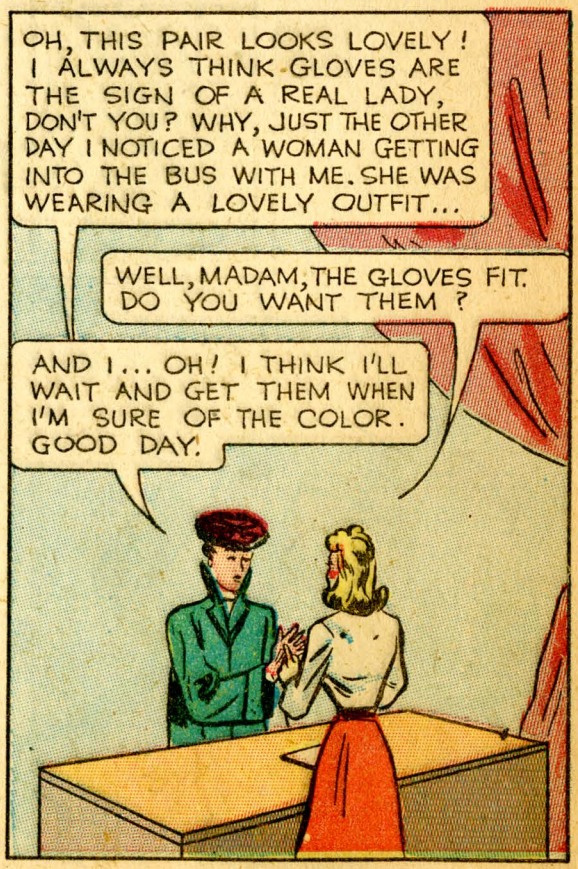
(see inside page for details of time and place)

WHAT IS IT YOU MUST HAVE, TO BE A SUCCESSFUL PERSON, SOCIALLY? WEALTH? THAT REALLY DOESN'T MATTER. BEAUTY? NOT ACCORDING TO OUR DATA. YOU GUESSED IT... PERSONALITY!
YOU'LL FIND, IN THE ENSUING TALES THAT PERSONALITY PLUS NEVER FAILS. FOR YOU 'TWILL BE A PLEASANT LESSON, THE MORAL YOU WILL SOON BE GUESSIN': BRING OUT YOUR CHARM TO BRING IN SALES!
HELLO, EVERYBODY! I'M GOING TO LET OUR LITTLE HERALD TAKE OVER THE ANNOUNCING. HERE SHE COMES WITH THE FIRST SECTION: TACT.
A SALESGIRL FROM OUR STORE, NAMED RUTH ALWAYS TOLD CUSTOMERS THE BLUNT, UNVARNISHED TRUTH. AS A MATTER OF FACT, WHAT SHE LACKED WAS TACT AND LOST SALES BY BEING SO UNCOUTH!
AND NOW-- OUR MASTER MAGICIAN, THE GREAT MARVELLO!
PERSONALITY PLUS
TACT
THANK YOU, EVERYBODY. HOW LONG SINCE YOU'VE SEEN MONEY COME AND GO AS QUICKLY AS THIS? WHO HAS A DOLLAR BILL HE DOESN'T NEED? BRING IT UP HERE, PLEASE!

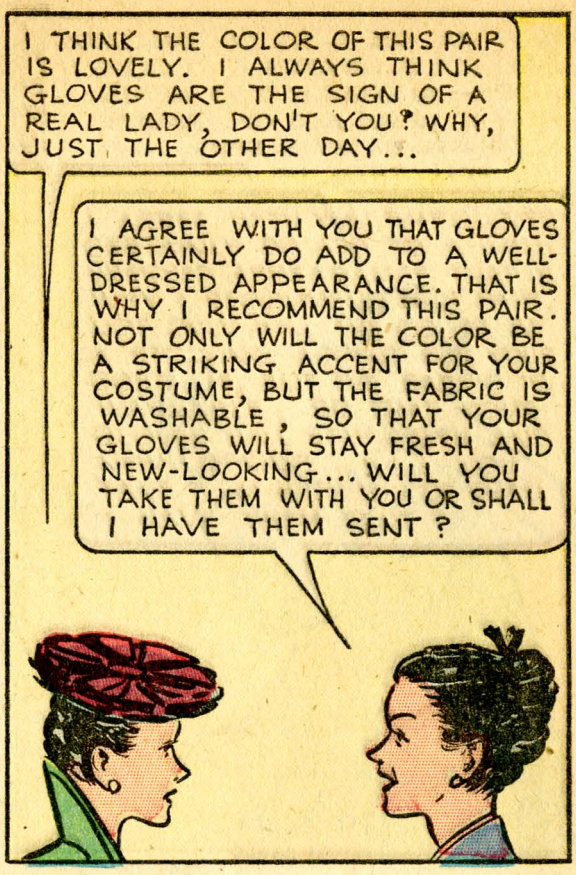

THANK YOU, YOUNG MAN. I THINK YOU'LL FIND YOUR MONEY IN YOUR POCKET, IF YOU LOOK!

MARVELLO ISN'T THE ONLY ONE WHO MAKES MONEY DISAPPEAR. WHEN A SELLINGS CUSTOMER IS HANDLED TACTLESSLY, THE SALESPERSON IS LOSING MONEY FOR THE STORE JUST AS SURELY AS IF IT HAD BEEN SPIRITED AWAY.

MISS FLORENCE JOHNSON AS "MISS TAKE" THE TACTLESS SALESGIRL; HER ABRUPT HANDLING OF A VERY TALKATIVE CUSTOMER RESULTS IN THIS:


OH, THIS PAIR LOOKS LOVELY! I ALWAYS THINK GLOVES ARE THE SIGN OF A REAL LADY, DON'T YOU? WHY, JUST THE OTHER DAY I NOTICED A WOMAN GETTING INTO THE BUS WITH ME. SHE WAS WEARING A LOVELY OUTFIT...
WELL, MADAM, THE GLOVES FIT. DO YOU WANT THEM?
AND I... OH! I THINK I'LL WAIT AND GET THEM WHEN I'M SURE OF THE COLOR. GOOD DAY.

AND NOW MISS BETTY BROWN AS THE SELLINGS SALESGIRL, SHOWS HOW SHE WOULD HANDLE THIS PROBLEM CUSTOMER MORE TACTFULLY.


I THINK THE COLOR OF THIS PAIR IS LOVELY. I ALWAYS THINK GLOVES ARE THE SIGN OF A REAL LADY, DON'T YOU? WHY, JUST THE OTHER DAY...
I AGREE WITH YOU THAT GLOVES CERTAINLY DO ADD TO A WELL-DRESSED APPEARANCE. THAT IS WHY I RECOMMEND THIS PAIR. NOT ONLY WILL THE COLOR BE A STRIKING ACCENT FOR YOUR COSTUME, BUT THE FABRIC IS WASHABLE, SO THAT YOUR GLOVES WILL STAY FRESH AND NEW-LOOKING... WILL YOU TAKE THEM WITH YOU OR SHALL I HAVE THEM SENT?

OH, I'LL TAKE THEM WITH ME. I WANT TO WEAR THEM TONIGHT! AND THANK YOU FOR YOUR INTEREST.
THE MORAL SEEMS TO BE THAT WHEN YOU GET AN OVER-TALKATIVE CUSTOMER, YOU CAN TACTFULLY BRING THE CONVERSATION BACK TO THE SUBJECT AT HAND! DEVELOP A TACTFUL APPROACH TO HELP YOU OVER THE MANY "TOUCHY" SITUATIONS THAT CAN ARISE.

THE SALESGIRL WHO IS REALLY SINCERE INSPIRES CONFIDENCE THAT PEOPLE HOLD DEAR IF YOU MEAN WHAT YOU SAY IN THE LONG RUN 'TWILL PAY BY BRINGING BACK CUSTOMERS YEAR AFTER YEAR.
PERSONALITY PLUS
SINCERITY

NOW YOU SEE A SIX OF DIAMONDS ...WATCH IT... WATCH IT! OOPS! GONE-- AND HERE IT IS AGAIN. NOW IT IS AN ACE OF SPADES. NOTHING UP MY SLEEVES... I'LL ROLL THEM UP.

NOW WATCH IT! I GUESS YOU JUST AREN'T WATCHING HARD ENOUGH. YOU'D BETTER BE SHARPER ON MY NEXT TRICK!

DID YOU NOTICE HOW MARVELLO KEEPS UP A CONTINUOUS LINE OF "SMALL TALK" OR "PATTER"? IT KEEPS THE AUDIENCE DISTRACTED WHILE HE MOVES SWIFTLY FROM ONE MOTION TO ANOTHER. BY THE SAME TOKEN, THE SALESPERSON WHO CHATTERS WITHOUT SINCERITY TO HER CUSTOMER ONLY DISTRACTS THE CUSTOMER, AND GETS HER OUT OF THE BUYING MOOD. LET'S SEE WHAT HAPPENS IN A TYPICAL SELLING SCENE: MISS TAKE PRESIDING!

I'M NOT SURE THIS ONE IS AS BECOMING AS THE FIRST ONE I TRIED ON.
IT'S GORGEOUS ON YOU! THEY ARE BOTH BEAUTIFUL WITH YOUR COLORING. I HAVE A DRESS JUST LIKE THIS ONE -- AND EVERYBODY IS CRAZY ABOUT IT!
I DON'T KNOW...I THINK I'LL WAIT I DON'T SEEM TO SEE ANYTHING I LIKE.

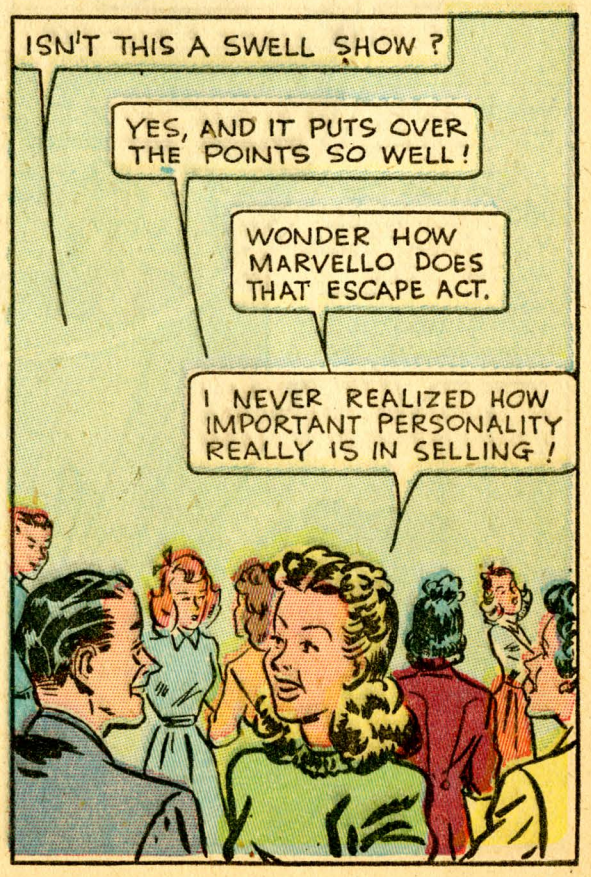
AND HERE'S HOW OUR SELLINGS SALESGIRL USES A SINCERE APPROACH, WINS A CUSTOMER.
DO YOU THINK THIS LOOKS WELL ON ME?
WELL, FRANKLY, I DON'T THINK IT IS AS SLENDERIZING AS THE GRAY ONE. AND THAT SOFT GRAY COLOR IS SO FLATTERING!
I'M GLAD YOU GAVE ME SUCH AN HONEST OPINION. I'LL TAKE THE GRAY.
I KNOW YOU'RE GOING TO ENJOY WEARING IT!
I GUESS WE ALL HAVE HEARD THIS RUMOR: A CHEERY ATTITUDE HELPS YOU TO DO MORE. WITHOUT A DOUBT YOU'LL SOON FIND OUT YOUR ONE BEST FRIEND IS YOUR SENSE OF HUMOR!
PERSONALITY PLUS SENSE OF HUMOR
I'D LIKE SEVERAL STRONG MEN TO COME UP HERE!
PERSONALITY PLUS SENSE OF HUMOR
NOW THAT YOU HAVE ME COMPLETELY AND SECURELY TIED, I WOULD LIKE YOU TO LOCK ME IN THE TRUNK AND THROW THAT RUG OVER IT!

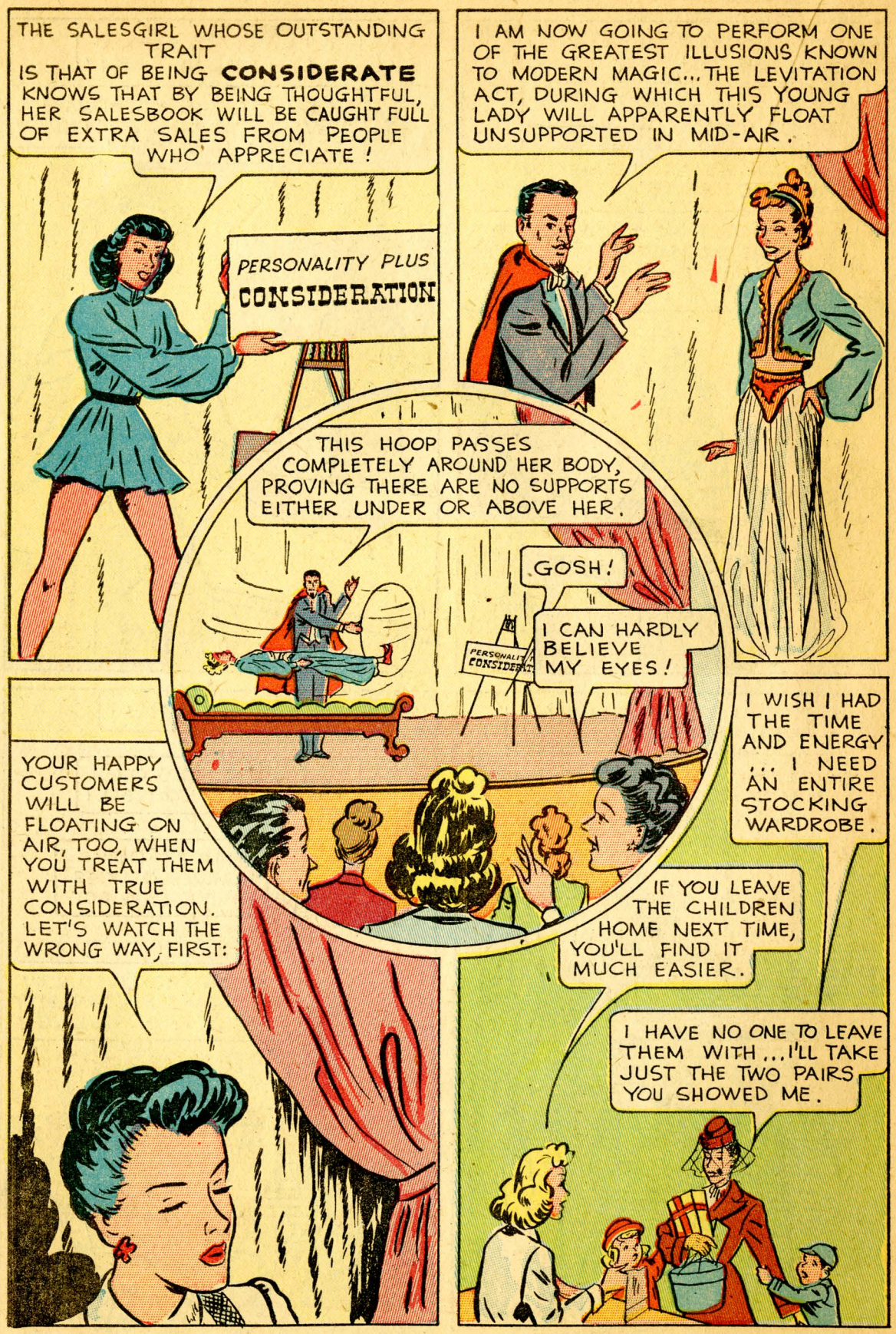
ABRACADABRA!
MARVELLO SHOWED YOU AN AMAZING ESCAPE ACT. YOUR SENSE OF HUMOR HELPS YOU TO ESCAPE FROM MONOTONY AND UNPLEASANT SITUATIONS IN YOUR SELLING JOB. HERE'S MISS TAKE AGAIN:
YOUNG WOMAN! I CAN'T WAIT ALL DAY ALL I WANT IS A SLIP!
YOU'LL HAVE TO WAIT, JUST LIKE EVERYBODY ELSE
YOUNG WOMAN, YOU'VE JUST LOST A SALE AND SELLINGS, A CUSTOMER. THE VERY IDEA!
ISN'T THAT THE LIMIT! WE DO OUR BEST AND THERE ARE ALWAYS PEOPLE WHO MAKE YOU SO FURIOUS YOU COULD SCREAM! ALL RIGHT! ALL RIGHT! WHO'S NEXT!

MISS TAKE DIDN'T GAIN ANYTHING, AND SHE **DID** LOSE HER TEMPER. LET'S SEE HOW THE SELLINGS SALESGIRL EMPLOYS HER SENSE OF HUMOR.
YOUNG WOMAN! I CAN'T WAIT ALL DAY. I WANT A SLIP, SIZE 38.
I'M VERY BUSY JUST NOW. BUT THE MOMENT I'M FREE, I'LL BE HAPPY TO SHOW YOU WHAT ELSE WE HAVE IN YOUR SIZE.

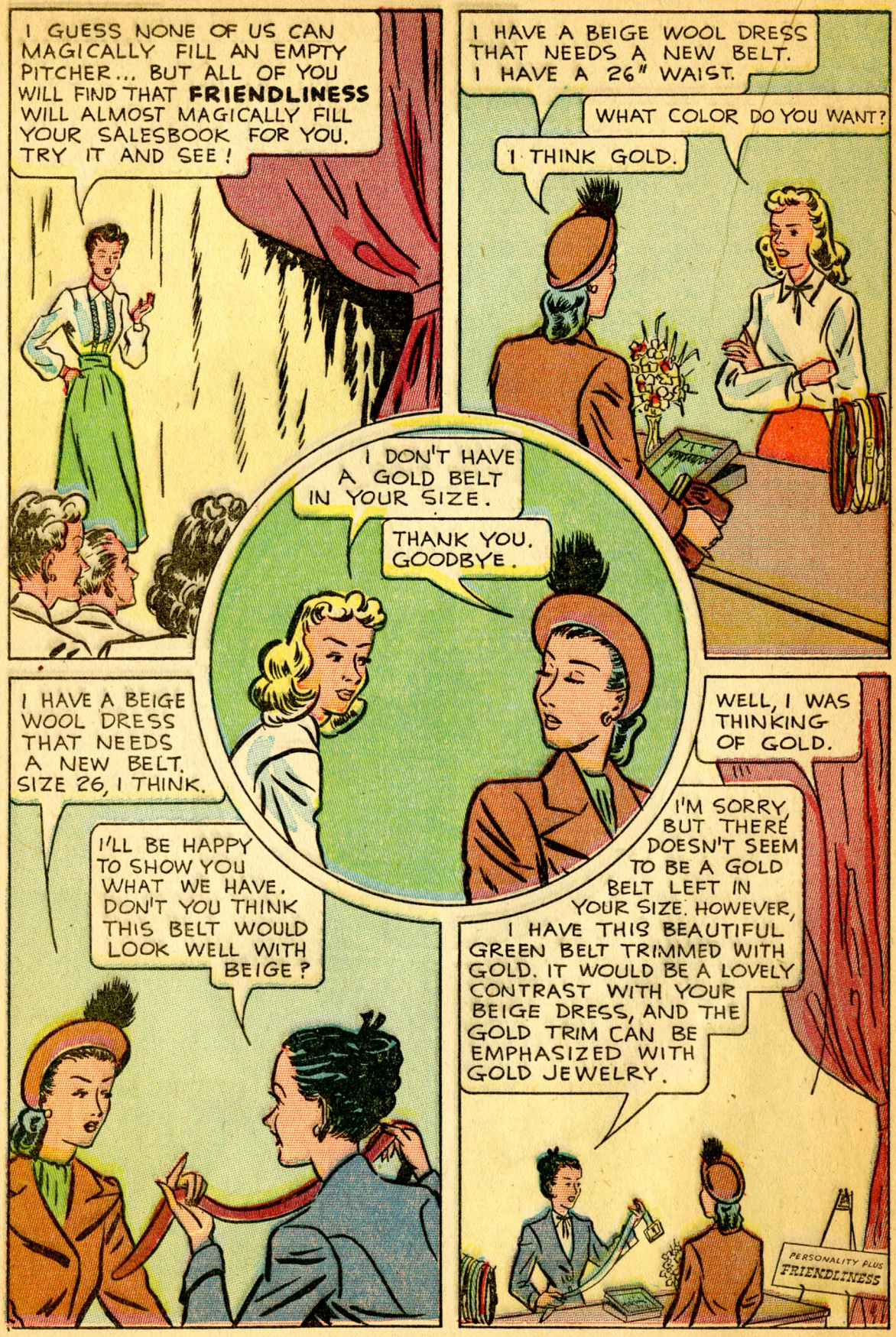
HMPF! IF I CAN'T BE SERVED IMMEDIATELY, I WILL NOT WAIT!
OH, WELL, THERE ARE ALWAYS A FEW PEOPLE LIKE THAT. I NEVER LET THEM UPSET ME!

LADIES AND GENTLEMEN! A FIVE MINUTE INTERMISSION!
Sellings


ISN'T THIS A SWELL SHOW?
YES, AND IT PUTS OVER THE POINTS SO WELL!
WONDER HOW MARVELLO DOES THAT ESCAPE ACT.
I NEVER REALIZED HOW IMPORTANT PERSONALITY REALLY IS IN SELLING!


THE SALESGIRL WHOSE OUTSTANDING TRAIT IS THAT OF BEING CONSIDERATE KNOWS THAT BY BEING THOUGHTFUL, HER SALESBOOK WILL BE CAUGHT FULL OF EXTRA SALES FROM PEOPLE WHO APPRECIATE!
PERSONALITY PLUS CONSIDERATION
I AM NOW GOING TO PERFORM ONE OF THE GREATEST ILLUSIONS KNOWN TO MODERN MAGIC... THE LEVITATION ACT, DURING WHICH THIS YOUNG LADY WILL APPARENTLY FLOAT UNSUPPORTED IN MID-AIR.
THIS HOOP PASSES COMPLETELY AROUND HER BODY, PROVING THERE ARE NO SUPPORTS EITHER UNDER OR ABOVE HER.
GOSH!
I CAN HARDLY BELIEVE MY EYES!
YOUR HAPPY CUSTOMERS WILL BE FLOATING ON AIR, TOO, WHEN YOU TREAT THEM WITH TRUE CONSIDERATION. LET'S WATCH THE WRONG WAY, FIRST:
I WISH I HAD THE TIME AND ENERGY ... I NEED AN ENTIRE STOCKING WARDROBE.
IF YOU LEAVE THE CHILDREN HOME NEXT TIME, YOU'LL FIND IT MUCH EASIER.
I HAVE NO ONE TO LEAVE THEM WITH ... I'LL TAKE JUST THE TWO PAIRS YOU SHOWED ME.

I WISH I HAD THE TIME AND ENERGY... I NEED AN ENTIRE STOCKING WARDROBE.
MAY I MAKE A SUGGESTION? YOU CAN LEAVE THE CHILDREN IN OUR SUPERVISED PLAY-GROUND ON THE TOY FLOOR WHILE YOU DO ALL YOUR SHOPPING IN COMFORT. AND CHECK YOUR PACKAGES AT THE ACCOMODATION DESK ON THE BALCONY
I DON'T KNOW HOW TO THANK YOU ... I'LL BE BACK IN A FEW MINUTES TO BUY ALL THE HOSIERY I NEED... AND I'LL BE ABLE TO DO A LOT OF OTHER SHOPPING, TOO!
PERSONALITY PLUS CONSIDERATION
A SALESGIRL FROM SELLINGS, NAMED SALLY TO CUSTOMERS IS FRIENDLY WITHOUT BEING "PALLY", SHE KNOWS A WELCOMING SMILE IS ALWAYS WORTHWHILE FRIENDLINESS IS RIGHT UP HER ALLEY!
PERSONALITY PLUS FRIENDLINESS
I WILL TAP THE PITCHER AND TURN IT UPSIDE DOWN TO SHOW YOU IT'S EMPTY.
I CALL IT MY MAGIC PITCHER BECAUSE ... WOULD ANYONE LIKE A GLASS OF MILK?


I GUESS NONE OF US CAN MAGICALLY FILL AN EMPTY PITCHER... BUT ALL OF YOU WILL FIND THAT FRIENDLINESS WILL ALMOST MAGICALLY FILL YOUR SALESBOOK FOR YOU. TRY IT AND SEE!
I HAVE A BEIGE WOOL DRESS THAT NEEDS A NEW BELT. I HAVE A 26" WAIST.
WHAT COLOR DO YOU WANT?
I THINK GOLD.
I DON'T HAVE A GOLD BELT IN YOUR SIZE.
THANK YOU. GOODBYE.
I HAVE A BEIGE WOOL DRESS THAT NEEDS A NEW BELT. SIZE 26, I THINK.
I'LL BE HAPPY TO SHOW YOU WHAT WE HAVE. DON'T YOU THINK THIS BELT WOULD LOOK WELL WITH BEIGE?
WELL, I WAS THINKING OF GOLD.
I'M SORRY, BUT THERE DOESN'T SEEM TO BE A GOLD BELT LEFT IN YOUR SIZE. HOWEVER, I HAVE THIS BEAUTIFUL GREEN BELT TRIMMED WITH GOLD. IT WOULD BE A LOVELY CONTRAST WITH YOUR BEIGE DRESS, AND THE GOLD TRIM CAN BE EMPHASIZED WITH GOLD JEWELRY.
PERSONALITY PLUS FRIENDLINESS

YOU'VE MADE IT SOUND SO ATTRACTIVE ... AND GIVEN ME AN IDEA. I'LL TAKE IT... AND WHERE IS THE EARRING COUNTER? I'M GOING TO GET GOLD EARRINGS TO MATCH!
BY TREATING A CUSTOMER LIKE A GUEST POLITELY YOU TRY TO FULFILL HER REQUEST WITH YOUR MANNERS REFINED KEEPING COURTESY IN MIND YOU SHOW THAT YOU'RE TRYING YOUR BEST!
PERSONALITY PLUS COURTESY
MOST MAGICIANS MAKE QUITE A STIR ABOUT GETTING RABBITS OUT OF A HAT...
... BUT HOW ABOUT DUCKS ... AND A MONKEY... AND A BEAUTIFUL YOUNG LADY!
YOU MAY COMPARE THIS TRICK WITH THE UNEXPECTED AND MULTIPLIED SALES MADE POSSIBLE BY YOUR USE OF COURTESY.

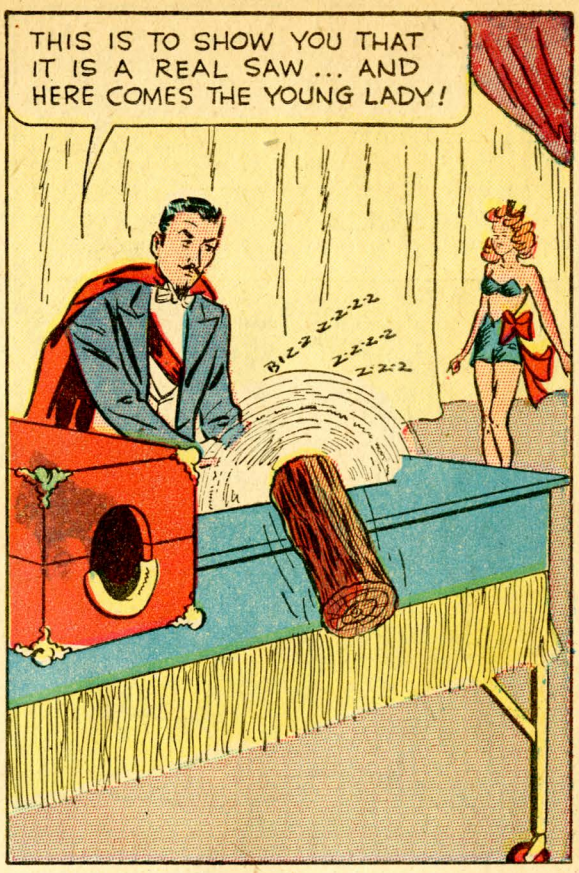
MAY I HELP YOU?
NO, THANK YOU. I'M JUST LOOKING.
IF YOU SEE ANYTHING, LET ME KNOW.

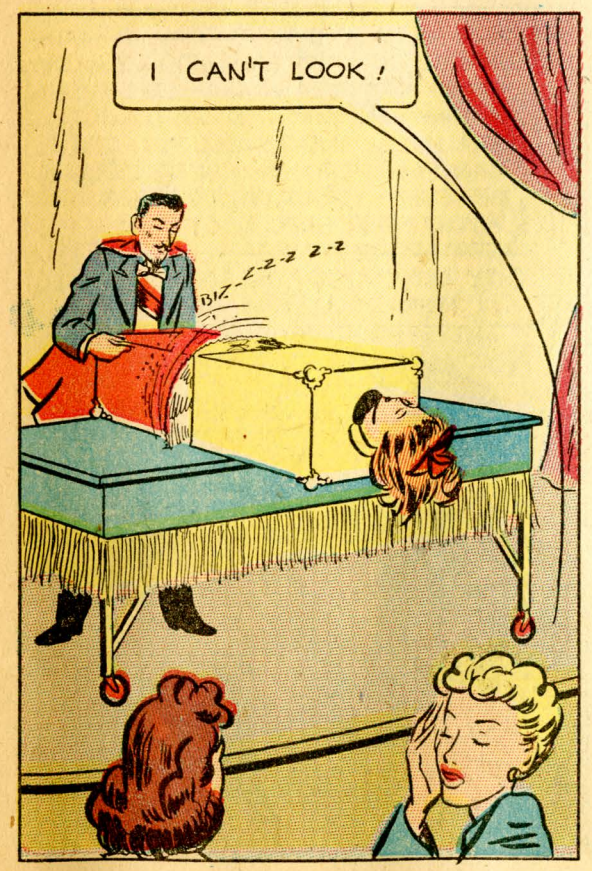
GOOD MORNING! ISN'T THAT SLIP A BEAUTY? IT IS ENTIRELY HAND-MADE, OF PURE SILK-SATIN.

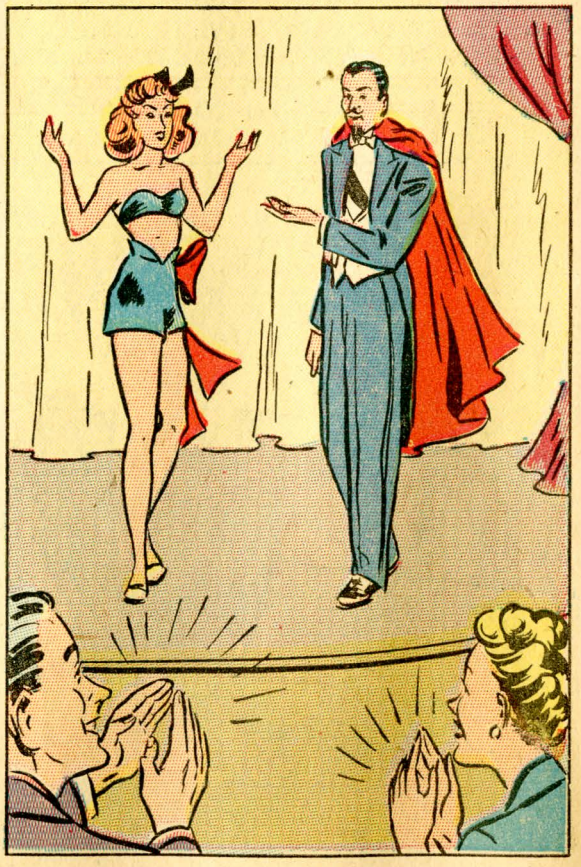
YES, IT IS VERY UNUSUAL... I'D LIKE TO LOOK AROUND YOUR DEPARTMENT A BIT MORE.
PLEASE DO! AND IF YOU HAVE ANY QUESTIONS ABOUT OUR MERCHANDISE, I'LL BE HAPPY TO ANSWER THEM. YOU'LL FIND ME IN THIS SECTION.
THANK YOU VERY MUCH.

I THINK I SHALL TAKE THE HAND-MADE SLIP THAT YOU WERE TELLING ME ABOUT. GIFT-WRAPPED, PLEASE.
YOU WILL FIND MANY BEAUTIFUL WRAPPINGS TO CHOOSE FROM AND SPECIALLY TRAINED PEOPLE TO HELP YOU AT OUR SPECIAL GIFT WRAPPING CENTER JUST TWO AISLES OVER. I'LL PUT YOUR SLIP IN A BAG TO PROTECT IT, AND YOU MAY TAKE IT OVER THERE AND SELECT THE WRAPPING YOU PREFER.
THANK YOU.
THANK YOU! AND PLEASE COME AGAIN.

HOW MUCH REAL **INTEREST** DID YOU DISPLAY IN YOUR CUSTOMERS' WANTS AND NEEDS TODAY? WHEN YOUR INTEREST IS HIGH, YOUR CUSTOMER WILL BUY IF YOU'RE OUT FOR SUCCESS, HERE'S ONE WAY!
PERSONALITY PLUS
INTEREST


THIS IS TO SHOW YOU THAT IT IS A REAL SAW ... AND HERE COMES THE YOUNG LADY!
BIZ-Z-Z-Z-Z
Z-Z-Z-Z
Z-Z-Z


I CAN'T LOOK!
BIZ-Z-Z-Z Z-Z



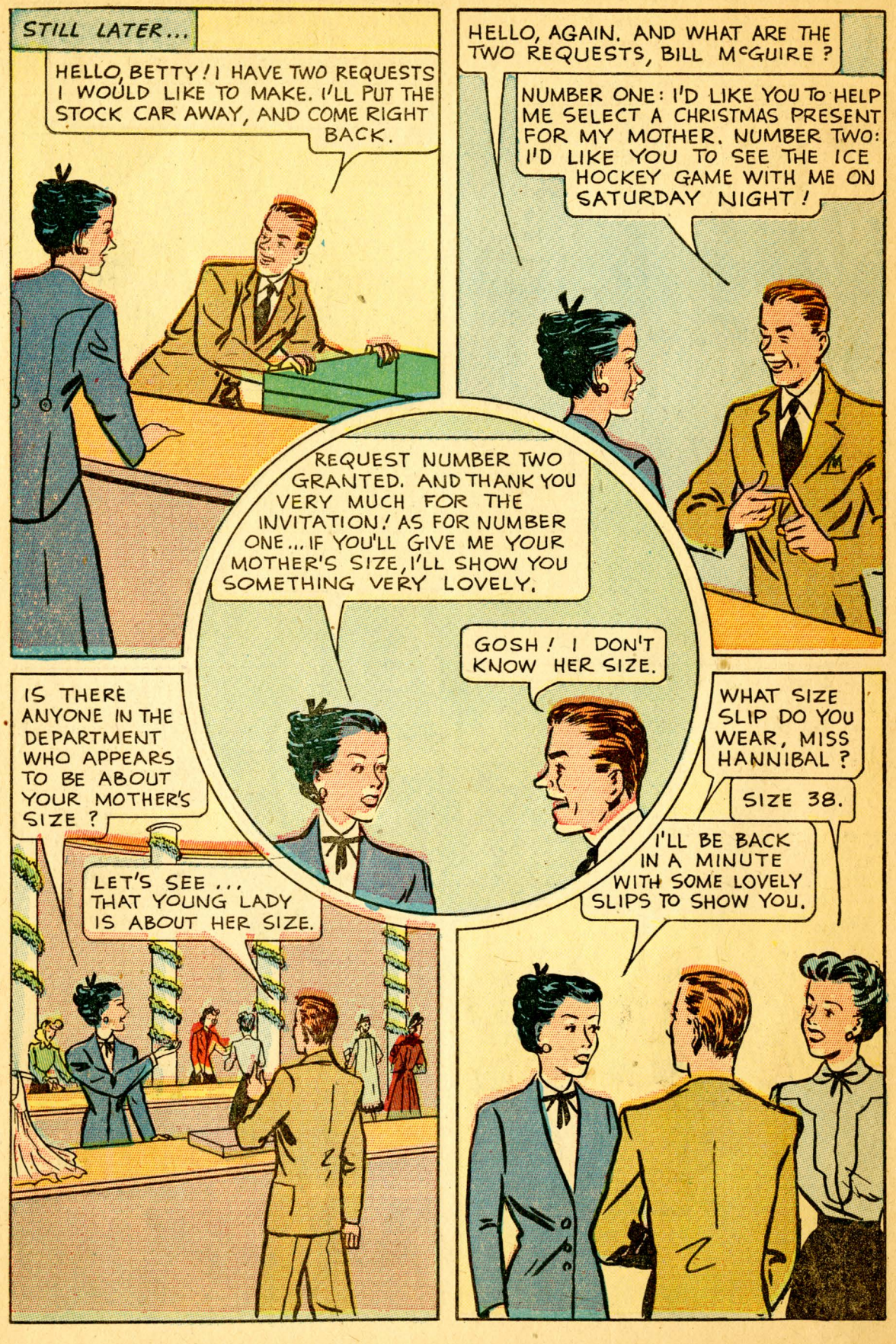
ONLY A VERY GREAT MAGICIAN CAN CUT A YOUNG LADY ALMOST IN HALF, AND BRING HER UP SMILING! SERIOUSLY, THOUGH, THERE ARE MANY SALESPEOPLE WHOSE OPPORTUNITIES OF MAKING SALES ARE CUT IN HALF BY LACK OF INTEREST. PROBABLY MORE SALES ARE LOST BECAUSE OF DISINTEREST ON THE SALESPERSON'S PART, THAN FOR ANY OTHER REASON!

I NEED A NEW BLOUSE, SIZE 38... SOMETHING A LITTLE DIFFERENT.
THESE ARE THE ONLY TWO STYLES IN YOUR SIZE.
NO THANK YOU, I'LL LOOK ELSEWHERE.

I NEED A NEW BLOUSE, SIZE 38... SOMETHING A LITTLE DIFFERENT.
DO YOU PLAN TO WEAR IT WITH THE SUIT YOU HAVE ON?

YES, AND WITH A BROWN SUIT, TOO.
WELL, THIS YELLOW WOULD BE LOVELY, AND HERE IS A BEAUTIFUL WHITE BLOUSE WITH HAND-EMBROIDERY ON THE COLLAR AND CUFFS. EITHER WOULD BE BEAUTIFUL WITH NAVY OR BROWN.
THEY ARE BOTH SO ATTRACTIVE ... I THINK I'LL TAKE BOTH!

WE HOPE YOU'VE ENJOYED OUR LITTLE PLAY AND THAT IT'S SHOWN YOU ONE GOOD WAY OF USING MAGIC EVERYDAY BY MAKING PERSONALITY PAY!
Sellings
WASN'T THE SHOW FUN, BETTY?
I DON'T THINK I EVER ENJOYED ANYTHING SO MUCH. THE AUDIENCE SEEMED TO LIKE IT, TOO!
LATER THAT DAY...
WELL, MISS TAKE, HERE COMES A CUSTOMER. NONE OF YOUR STAGE BONERS HERE, PLEASE!
I'LL TRY TO BE ANOTHER "SELLINGS SALESGIRL", MISS TRAYNOR.
YOUR PERFORMANCES WERE EXCELLENT ... A CREDIT TO THE DEPARTMENT.
IMAGINE! AN ORCHID FROM MR. ZILCH ... THAT'S SOMETHING I NEVER EXPECTED.


STILL LATER...
HELLO, BETTY! I HAVE TWO REQUESTS I WOULD LIKE TO MAKE. I'LL PUT THE STOCK CAR AWAY, AND COME RIGHT BACK.
HELLO, AGAIN. AND WHAT ARE THE TWO REQUESTS, BILL McGUIRE?
NUMBER ONE: I'D LIKE YOU TO HELP ME SELECT A CHRISTMAS PRESENT FOR MY MOTHER. NUMBER TWO: I'D LIKE YOU TO SEE THE ICE HOCKEY GAME WITH ME ON SATURDAY NIGHT!
REQUEST NUMBER TWO GRANTED. AND THANK YOU VERY MUCH FOR THE INVITATION! AS FOR NUMBER ONE... IF YOU'LL GIVE ME YOUR MOTHER'S SIZE, I'LL SHOW YOU SOMETHING VERY LOVELY.
GOSH! I DON'T KNOW HER SIZE.
IS THERE ANYONE IN THE DEPARTMENT WHO APPEARS TO BE ABOUT YOUR MOTHER'S SIZE?
LET'S SEE... THAT YOUNG LADY IS ABOUT HER SIZE.
WHAT SIZE SLIP DO YOU WEAR, MISS HANNIBAL?
SIZE 38.
I'LL BE BACK IN A MINUTE WITH SOME LOVELY SLIPS TO SHOW YOU.

U. OF B.

GOOD AFTERNOON.
UH-- LET ME SEE YOUR BEST NEGLIGEE AND GOWN SET.

THIS IS OUR FINEST. IT IS OF PURE SILK, ENTIRELY HANDMADE, WITH IMPORTED CHANTILLY LACE.
I DON'T LIKE THE COLOR.

I'M SORRY WE DON'T HAVE THE OTHER ROBE-AND-GOWN SET IN ANY OTHER COLOR. BUT THIS SET WOULD MAKE A LOVELY GIFT. IT HAS...
I DON'T LIKE IT! CAN YOU ORDER THIS FIRST SET FOR ME IN BLUE?

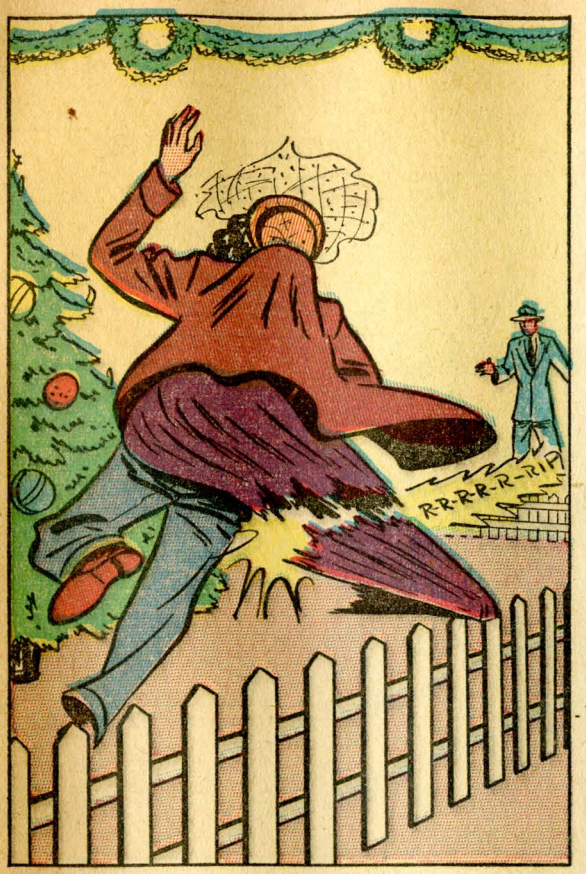
I'LL CHECK WITH THE BUYER, IF YOU'LL WAIT JUST A MOMENT.
THANK YOU. I'LL WAIT.

BILL, I SELECTED THESE FOR...
WAIT A MOMENT, BETTY! SHE'S FOLDING THAT LINGERIE AND PUTTING IT IN HER SHOPPING BAG.

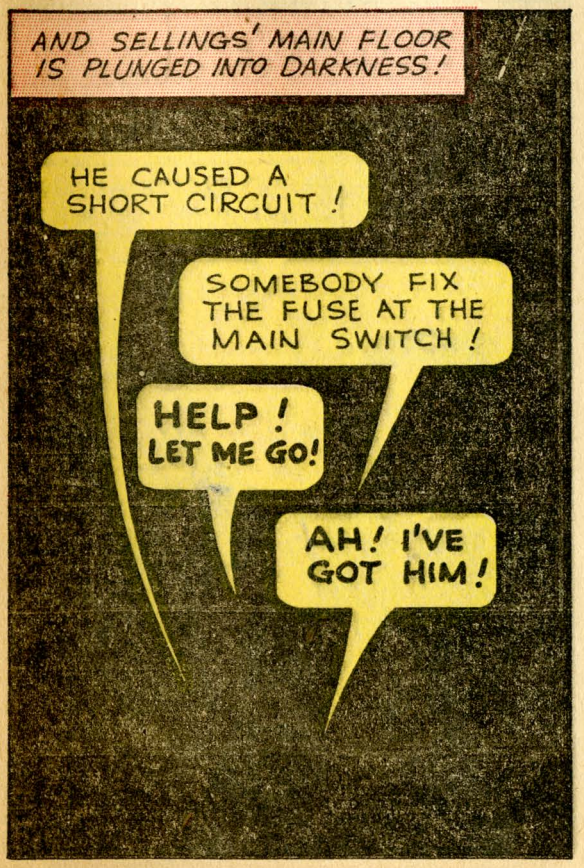
WHO?
FLO'S CUSTOMER. AND NOW SHE'S WALKING AWAY. HOLD ON, BETTY!

DID YOU SEE MY CUSTOMER? WONDER WHERE SHE WENT?
SHE'S TRYING TO WALK OFF WITH SOME OF OUR MERCHANDISE. I'LL NOTIFY THE PROTECTION DEPARTMENT.
I'M A PLAIN CLOTHES DETECTIVE. I'VE HAD MY EYE ON THAT WOMAN FOR THE PAST HALF HOUR. JUST WAIT UNTIL SHE TRIES TO LEAVE THE STORE!

I'M TRAPPED!
Sellings the STORE WITH THE XMAS SPIRIT!


R-R-R-R-R-RIP

GET HIM ! IT'S MULVEROY MALICE !
Sellings


AND SELLINGS' MAIN FLOOR IS PLUNGED INTO DARKNESS !
HE CAUSED A SHORT CIRCUIT !
SOMEBODY FIX THE FUSE AT THE MAIN SWITCH !
HELP ! LET ME GO!
AH ! I'VE GOT HIM !

SEVERAL MINUTES LATER...
I TOLD YOU TO LET ME UP !
GOLLY ! I'M SORRY... I THOUGHT I HAD MULVEROY MALICE, THAT TROUBLEMAKER. HE'S ESCAPED AGAIN !

AND WHAT FINALLY HAPPENED ?
THEY GOT BACK ALL THE MERCHANDISE IN THE SHOPPING BAG, AT LEAST. BUT WE'LL HAVE TO WORK FASTER NEXT TIME HE COMES, IF WE'RE EVER GOING TO CATCH HIM.

LET'S SEE ... WHERE WERE WE WHEN MULVEROY INTERRUPTED US ? OH, YES. ALL THESE SLIPS ARE VERY PRETTY-- WHICH DO YOU THINK MY MOTHER WOULD LIKE BEST ?
I THINK THIS TAILORED SLIP WILL BE IDEAL. IT IS A WELL-FITTING SLIP, AND HAS A LOVELY SOFT FEEL.
Sellings ... the st
with the XMAS

SOLD ! SAY--HOW ARE THE PLANS FOR THE ZILCH PARTY COMING ALONG ?
JUST WONDERFULLY, BILL ! WE HAVE IT SCHEDULED FOR THE LAST WORKING DAY BEFORE CHRISTMAS. I DON'T THINK MR. ZILCH SUSPECTS A THING.

THE LAST WORKING DAY BEFORE CHRISTMAS...
...AT EXACTLY 7 O'CLOCK, DOCTOR? WE'LL BE SURE TO CALL ON TIME. THANK YOU SO MUCH !
I'M SO EXCITED, I JUST CAN'T WAIT! OH, WILL TODAY NEVER END ?

ON THE WAY TO THE PARTY...
MR. ZILCH! AREN'T YOU STAYING FOR THE CHRISTMAS PARTY?
I'M AFRAID NOT, MISS BROWN. I HAVE URGENT BUSINESS ELSEWHERE.

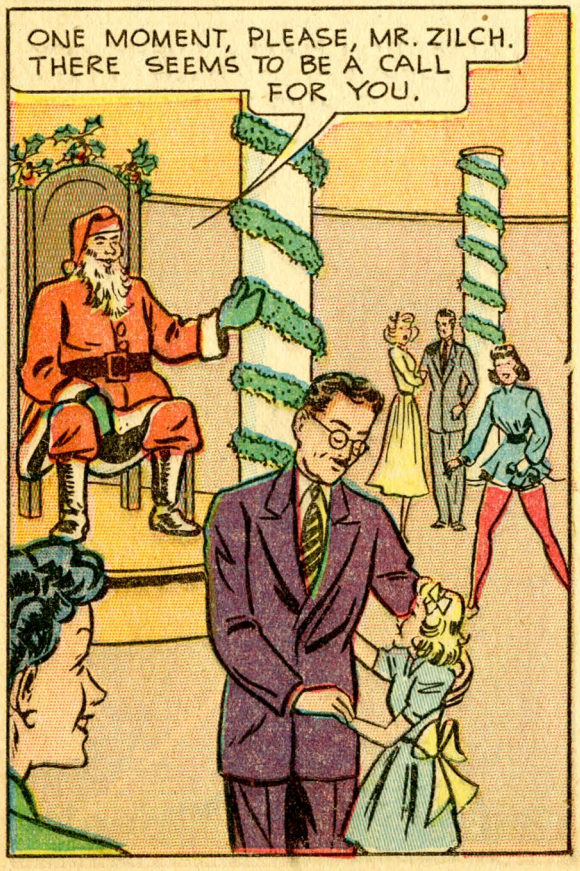
WHY, WHAT COULD BE MORE IMPORTANT THAN A PRE-CHRISTMAS CELEBRATION WITH THE ENTIRE STORE?
BESIDES, I THINK YOU WILL BE SURPRISED AT THE WAY WE ARE GOING TO CELEBRATE!
ELEVATOR

IT'S 7 O'CLOCK, BETTY.

ATTENTION, PLEASE, EVERYBODY! GATHER ROUND; SANTA CLAUS IS GOING TO DISTRIBUTE THE PRESENTS.

AND FOR YOU, MR. ZILCH, A VERY SPECIAL PRESENT!

JANET! YOU'RE WALKING **WITHOUT** YOUR CRUTCHES!
YES, DADDY, AND THAT'S MY CHRISTMAS PRESENT TO YOU. MISS HANNIBAL HELPED ME WALK AGAIN. SHE USED TO WEAR CRUTCHES TOO.


ONE MOMENT, PLEASE, MR. ZILCH. THERE SEEMS TO BE A CALL FOR YOU.

IT'S MY WIFE! SHE SAT UP TODAY! SHE CAN TALK AGAIN! SHE'S GOING TO GET WELL! WHEW! **WHAT A CHRISTMAS!**

AND NOW SOMETHING SPECIAL FOR EVERYBODY!

SELLINGS' HAS ASKED ME TO INVITE YOU TO A NEW YEAR'S PARTY AND DANCE. GREEN SHEETS WITH DETAILS ARE AT THE DOOR

HURRAH FOR SELLINGS!

SHOULD AULD ACQUAINTANCE BE FORGOT AND NEVER BROUGHT TO VIEW?

DEP'T OF RETAILING
U. OF B.

This book is the second of a series of six "Comics" devoted to the interesting and sometimes exciting life of salespeople in America's retail stores.

Be sure to continue the story of Betty Brown, Flo Johnson, Bill McGuire, and all their other store friends in the next Fairchild Comic, (Book No. III) called "The Customer Is Often Right".

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